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Patent  
Attorney's Docket No. 0026-0068

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of )  
Xianping Ge et al. ) Group Art Unit: 2171  
Application No.: 10/748,656 ) Examiner: Unknown  
Filed: December 31, 2003 )  
For: METHODS AND SYSTEMS FOR )  
IMPROVING A SEARCH RANKING )  
USING LOCATION AWARENESS )

**SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT**  
**TRANSMITTAL LETTER**

U.S. Patent and Trademark Office  
220 20<sup>th</sup> Street S.  
Customer Window, Mail Stop Amendment  
Crystal Plaza Two, Lobby, Room 1B03  
Arlington, Virginia 22202

Sir:

Enclosed is a Supplemental Information Disclosure Statement and accompanying form  
PTO-1449 for the above-identified patent application.

- ☒ No additional fee for submission of the IDS is required.
- ☐ The fee of \$180.00 as set forth in 37 C.F.R. § 1.17(p) is also enclosed.
- ☐ A certification under 37 C.F.R. § 1.97(e) is also enclosed.
- ☐ Charge \$ \_\_\_\_\_ to Deposit Account No. 50-1070 for the fee due.
- ☐ A check in the amount of \$ \_\_\_\_\_ is enclosed for the fee due.

The Commissioner is hereby authorized to charge any appropriate fees under 37 C.F.R.  
§§ 1.16, 1.17 and 1.21 that may be required by this paper, and to credit any overpayment, to  
Deposit Account No. 50-1070.

Respectfully submitted,

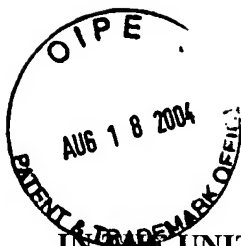
HARRITY & SNYDER, L.L.P.

By: 

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(571) 432-0800  
Customer No.: 44989

Date: August 18, 2004



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Xianping Ge et al.	)	Group Art Unit: 2171
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Title: METHODS AND SYSTEMS FOR	)	
IMPROVING A SEARCH RANKING	)	
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**SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT**  
**UNDER 37 C.F.R. § 1.97(b)**

U.S. Patent and Trademark Office  
220 20<sup>th</sup> Street S.  
Customer Window, Mail Stop Amendment  
Crystal Plaza Two, Lobby, Room 1B03  
Arlington, Virginia 22202

Sir:

Pursuant to 37 C.F.R. §§ 1.56 and 1.97(b), Applicant(s) bring to the attention of the Examiner the documents listed on the attached PTO 1449. This Supplemental Information Disclosure Statement is being filed before the mailing date of a first Office Action in the above-referenced application. As such, no certification or fee is required. Copies of the non-U.S. patent documents are attached.

Applicant(s) respectfully request(s) that the Examiner consider the listed documents and indicate that they were considered by making appropriate notations on the attached form.

If any copending application(s) is/are cited on the attached PTO 1449, the Examiner's attention is directed to the foregoing application(s) in compliance with § 2001.06(b) of the Manual of Patent Examining Procedure. By identifying the copending application(s), the assignee and/or applicant of the application(s) do not waive confidentiality of the application(s). Accordingly, the U.S. Patent and Trademark Office is requested to maintain the confidentiality of the copending application(s) under 35 U.S.C. § 122.

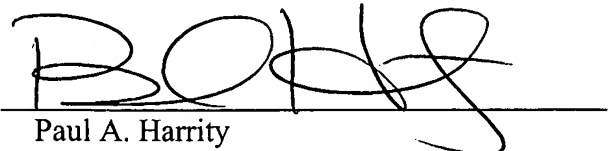
This submission does not represent that a search has been made and does not constitute an admission that each or all of the listed documents are material or constitute "prior art." If the Examiner applies any of the documents as prior art against any claim in the application and Applicant(s) determine(s) that the cited document(s) do not constitute "prior art" under United States law, Applicant(s) reserve(s) the right to present to the Office the relevant facts and law regarding the appropriate status of such documents.

Applicant(s) further reserve(s) the right to take appropriate action to establish the patentability of the disclosed invention over the listed documents, should one or more of the documents be applied against the claims of the present application.

If there is any fee due in connection with the filing of this Statement, please charge the fee to our Deposit Account No. 50-1070.

Respectfully submitted,  
HARRITY & SNYDER, L.L.P.

By: \_\_\_\_\_

  
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Customer No. 44989

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<b>INFORMATION DISCLOSURE CITATION</b> PTO-1449		Customer Number <b>44989</b>	ATTORNEY'S DKT No. 0026-0068	APPLICATION No. 10/748,656			
			APPLICANT(S) Xianping Ge et al.				
			FILING DATE December 31, 2003	GROUP 2171			
<b>U.S. PATENT DOCUMENTS</b>							
EXAMINER'S INITIALS	PATENT NO.	DATE	NAME	CLASS	SUBCLASS	FILING DATE	
<b>FOREIGN PATENT DOCUMENTS</b>							
EXAMINER'S INITIALS	PATENT NO.	DATE	COUNTRY	CLASS	SUBCLASS	Translation	
						Yes	No
<b>OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)</b>							
	Copy of co-pending U.S. Application Serial No. 10/314,427, filed December 6, 2002, titled "Methods and Apparatus for Serving Relevant Advertisements," Jeffrey A. Dean et al.; 30 pages.						
	Copy of co-pending U.S. Application Serial No. 10/375,900, filed February 26, 2003, titled "Serving Advertisements Based on Content," Darrell Anderson et al.; 59 pages.						
	Copy of co-pending U.S. Application Serial No. 10/389,688, filed March 14, 2003, titled "Suggesting and/or Providing Ad Serving Constraint Information," Jeffrey Dean et al.; 30 pages.						
	Copy of co-pending U.S. Application Serial No. 10/445,376, filed May 23, 2003, titled "Scoring, Modifying Scores of, and/or Filtering Advertisements Using Advertiser Information," Jane Manning et al.; 37 pages.						
EXAMINER				DATE CONSIDERED			

EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant(s).